Redefine Speed In Your Customer Service Strategy

freshworks

Explore the strategic building blocks of enabling fast customer service in South East Asia

*A custom study commissioned by **Freshworks***
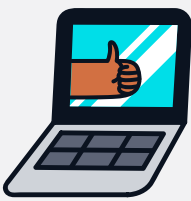
Customers expect fast and contextualized customer service

Decision-makers agree that customers expect:

61% Faster customer service

60% Immediate response time

60% Digital self-service capabilities

59% Firms to solve problems in their channel of choice

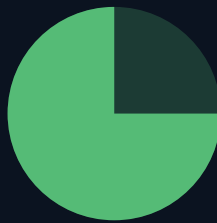## Despite its strategic importance, firms see customer service as a cost center

Decision-makers either agree or strongly agree that their organization:

98% Views customer service as a strategically important function

90% Puts the customer at the center of business decision making

75% Views customer service as a cost center

Organizations must align metrics to customers' expectations for speed

Customer service metrics must measure speed to effectively capture drivers of customer satisfaction.

To measure service performance, customer service decision-makers use:

64% Customer satisfaction (CSAT)

47% Customer retention

54% Average handling time

46% No. of cases handled

50% Average speed of answer

45% First-response time

Lack of strategic direction impacts customer service

Customer service lacks strategic direction. Decision-makers face the following challenges:

43% Insufficient training & development of service agents

42% Inability to see a customers past interaction with our service channels

41% Lack of upfront customer data/context when they get in touch

40% Lack of strategic direction in customer service efforts and initiatives

40% Lack of integration between service software and other software (e.g. Billing, payments, supply chain)

Some organizations will focus on speed and experience of customer service in the near term, but more need to follow

Customer service leaders plan to achieve the following goals in the near term:

65% Improve customer experience

61% Improve customer satisfaction

55% Improve customer's ability to self-serve

54% Increasing the speed of resolution

53% Increasing the speed of response

46% Becoming a data-driven customer experience org

Strategic investments should focus on speed and experience for customer service impact

Customer service leaders expect to invest in data and agent training to address customer service needs in the long term:
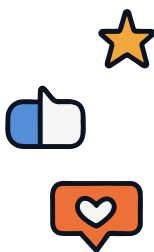
49% Customer data & insights technology

48% Improve agent training and knowledge

47% Customer experience feedback technology

47% Improve the CX of existing digital channels

47% Technology integration

46% Upgrade current software

Acess Global Report

This Southeast Asia-focused research report was completed by surveying 200 CX decision-makers across Singapore and Philippines. It is based on a similar survey commissioned by Freshworks at a global level.